



## **Governor's Film and Television Commission**

June 28, 2006 – 3:00 PM

State Capitol Executive Tower – 2<sup>nd</sup> Floor Governor's Conference Room

### **OVERVIEW**

#### **In Attendance:**

Tony Astorga, Karen Churchard, Steve Chucri, Michael Dixon, Hugh Downs, Luci Fontanilla-Perez, Charles Hyder, Fred Johnston, Marv Kupfer, Don Livesay, Pete Mangelsdorf, Lynda Miller, Malachy Wienges, Casey Ambrose, Harry Tate, Eli Kluger, Jeff Schatzki, Jody Ryan, Miguel Valenti, Sandra Watson.

---

#### **Call to Order – Chairman Astorga & Commissioner Wienges**

Meeting called to order at 3:10PM.

#### **Report: ADOC Film Office – Harry Tate**

Harry Tate, Director of the ADOC Film Office, updated the Commission on the Motion Picture Tax Incentive Program. Currently, \$23,028,359 of the \$30,000,000 of the 2006 cap has been allocated to projects. ADOC has received 19 applications.

#### **Film and Television Commission Strategic Business Plan**

#### **Business and Economic Development Committee Report – Mr. Astorga**

Chairman Astorga reviewed the three Business and Economic Committee Strategic Initiatives:

1. *Business and Innovation Development* – To advance business and innovation needed to build a local industry that can compete in a rapidly changing global environment  
*\*Technical Advisor: Sandra Watson, Director, ADOC Innovation/Technology Dept.*

Technical Advisor Sandra Watson discussed the Angel Investment Tax Program which will be in effect on 7/3/06. This fund provides monies to startup companies producing new technologies.

2. *Legislative/Advocacy* – To enhance awareness among businesses, individuals, educators, and policy makers of the importance of the film and television industries resulting in the support of additional resources to grow and sustain the industry.

Chairman Astorga believes if the Governor endorses the Commission's goals, other legislative support will follow. The Commission must find messengers who will communicate its objectives to the legislative body.

3. *Capital Investment and Finance* – To ensure sufficient financial resources to support the efforts to grow and sustain the film and television industry in the State.

Harry Tate stated that Technical Advisor Richmond Vincent is researching ways traditional banking can support the film and television industry. Banks need to understand assets of the film industry, and filmmakers need to understand how to approach banks. Commenting on a gap in the business plan, Commissioner Johnston stated that he was unable to secure capital when he approached the bank for financing.

### **Entertainment and Marketing Committee Report – Mr. Wienges**

Commissioner Wienges reviewed the three Entertainment and Marketing Committee Strategic Initiatives:

1. *Education and Workforce Development* – To ensure a skilled and available workforce that will result in all aspects of the industry - creative and technical – that results in increased film and television production in Arizona.

*\*Technical Advisors: Miguel Valenti, ASU Lincoln Professor of Ethics and Arts, School of Theater & Film  
Jody Ryan, Director, ADOC Workforce Development Dept.*

Technical Advisor Jody Ryan discussed federal work programs that can be used to subsidize and train workforce. Technical Advisor Miguel Valenti talked about the necessity of building an indigenous Arizona film industry.

2. *Physical Infrastructure* – To support efforts to enhance Arizona's film and television industries physical infrastructure that will result in increased production capabilities for out-of-state productions and for local industry activities.

*\*Technical Advisor: Pete Manglesdorf, General Manager Old Tucson Company*

Commissioner and Technical Advisor, Pete Manglesdorf, presented a chart which showed current physical infrastructure capabilities in Arizona. Commissioner Manglesdorf concluded that if total instate production expenses exceeded \$15 million, Arizona's infrastructure would not meet the demand. Commissioner Manglesdorf also had concerns about available crews. Commissioner Livesay concurred, stating that finding the necessary crew for incoming productions is an urgent priority. Harry Tate explained that the private sector and universities have started developing training programs.

3. *Marketing & Public Relations* – To brand and market Arizona as a great place for the film and television industries to innovate, create, and locate, resulting the expansion of the industry and the creation of high-quality jobs state wide.

Commissioner Wienges reviewed the Marketing and Public Relations Initiatives. Chairman Astorga discussed the importance of creating Film Office brand awareness.

### **Action Item: Business Plan Approval**

Unanimous approval of plan by attending Commissioners.

### **Other Business – Chairman Astorga**

Chairman Kluger is in the process of putting together gala event.

### **Announcements – Chairman Astorga**

- Entertainment and Marketing Committee meeting:  
*August 23<sup>rd</sup>, Wednesday, 2:30PM, 6<sup>th</sup> Floor Capital Annex*
- Business and Economic Development Committee Meeting:  
*August 28<sup>th</sup>, Monday, 2:30PM 6<sup>th</sup> Floor Capital Annex*

### **Meeting Adjourned – Chairman Astorga & Commissioner Wienges**

Meeting Adjourned at 4:36PM.